



Privacy Policy

1. Introduction

Welcome to Lucci Photography Prints. We are committed to safeguarding your personal information and ensuring your privacy is protected. This Privacy Policy outlines how we collect, use, and protect your personal data in accordance with the General Data Protection Regulation (GDPR). By using our website and services, you agree to the practices described in this policy.

This Privacy Policy applies to the operations of Lucci Photography, including all activities conducted under the Lucci Photography brand, as well as the fulfillment services provided by Lucci Photography Prints.

2. Data Controller

Lucci Photography Prints is the Data Controller responsible for your personal data. This means we determine the purposes and means of processing your personal data.

3. Contact Information:

Email: al@luccephotography.com

4. What Data We Collect

4.1 Personal Data:

We collect the following types of personal data when you use our services:

Identity Data: Name, email address, and contact details.

Transaction Data: Payment details, order history, and shipping information.

Technical Data: IP address, browser type, and usage data collected through cookies and similar technologies.

4.2 Special Categories of Data:

We do not collect any special categories of personal data (e.g., race, religion, health data).

5. How We Use Your Data

5.1 Lawful Basis for Processing:

We process your personal data based on the following legal grounds:

Performance of a Contract: To fulfill your orders and provide the services you request.

Consent: For sending marketing communications if you have opted in.

Legal Obligation: To comply with legal requirements, such as tax and accounting regulations.

Legitimate Interests: For website improvement, customer support, and fraud prevention.

5.2 Purposes of Data Processing:

Order Processing: To process and deliver your orders, including payment handling and shipping.

Customer Communication: To send you order confirmations, and shipping updates, and respond to inquiries.

Marketing: With your consent, to send you promotional offers and updates about our products.

Website Analytics: To analyze website traffic and usage patterns for improvement purposes.

6. Data Sharing and Transfers

6.1 Third-Party Service Providers:

We share your personal data with third-party service providers who assist us in providing our services:

Payment Processors: To securely process payments (e.g., Stripe).

Shipping Carriers: To deliver your orders.

Website Hosting Providers: To host and manage our website.

6.2 International Data Transfers:

If your data is transferred outside the European Economic Area (EEA), we ensure it is protected by appropriate safeguards, such as the use of Standard Contractual Clauses or reliance on adequacy decisions by the European Commission.

5.3 Legal Requirements:

We may disclose your data to comply with legal obligations or to protect our rights, such as in response to legal requests by public authorities.

7. Data Security

7.1 Security Measures:

We implement appropriate technical and organizational measures to protect your personal data from unauthorized access, loss, or disclosure. These include encryption, secure payment gateways, and regular security assessments.

7.2 Data Retention:

We retain your personal data only as long as necessary to fulfill the purposes for which it was collected, or as required by law. After this period, your data will be securely deleted or anonymized.

8. Your Rights Under GDPR

Under GDPR, you have the following rights regarding your personal data:

8.1 Right to Access:

You have the right to request access to the personal data we hold about you.

8.2 Right to Rectification:

You can request correction of inaccurate or incomplete data we hold about you.

8.3 Right to Erasure:

You have the right to request the deletion of your personal data when it is no longer necessary for the purposes for which it was collected or if you withdraw your consent.

8.4 Right to Restrict Processing:

You can request that we limit the processing of your data in certain circumstances, such as if you contest its accuracy or object to its processing.

8.5 Right to Data Portability:

You can request a copy of your personal data in a structured, commonly used, and machine-readable format to transfer it to another data controller.

8.6 Right to Object:

You have the right to object to the processing of your data based on legitimate interests, direct marketing, or profiling.

8.7 Right to Withdraw Consent:

If you have given consent to the processing of your data, you have the right to withdraw it at any time.

8.8 Right to Lodge a Complaint:

You have the right to lodge a complaint with a supervisory authority if you believe that your data protection rights have been violated.

9. Cookies and Tracking Technologies

9.1 Use of Cookies:

Our website uses cookies to enhance your browsing experience, remember your preferences, and analyze website traffic. You can manage your cookie preferences through your browser settings.

9.2 Third-Party Analytics:

We use third-party analytics services (e.g., Google Analytics) that use cookies to collect non-personal data about your website usage.

10. Third-Party Links

Our website may contain links to third-party websites. We are not responsible for the privacy practices or content of those websites. We encourage you to read the privacy policies of any third-party sites you visit.

11. Updates to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or legal requirements. We will notify you of any significant changes by posting the updated policy on our website and updating the "Effective Date" at the bottom of this policy.

12. Contact Information

If you have any questions, concerns, or requests regarding your personal data or this Privacy Policy, please contact us at:

Email: al@lucciphotography.com

13. Effective Date: 2024

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